

**PUBLIC
EVENTS
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SECTION

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ST. LOUIS POST-DISPATCH



JERRY
BERGER

WHAT'S IN A NAME?: What? You haven't heard that Vess Soda is rolling out "Diet Chocolate"? Anyway, that's the name of its product previously known as Vess Diet Chocolate Fudge Soda, which was zonked out by Canfield's in Chicago. We've learned from Patti Teper-Sherman, that the spunky folks at Vess will serve the newly named refreshment at the first St. Louis Riverfront Picnic and International Barbecue Competition Aug. 23-25 on the levee of Laclede's Landing. Teams from throughout the nation will compete for a cash prize of \$20,000. Proceeds will go to the Children's Service of Greater St. Louis.

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